

Promotional Concepts and Strategies

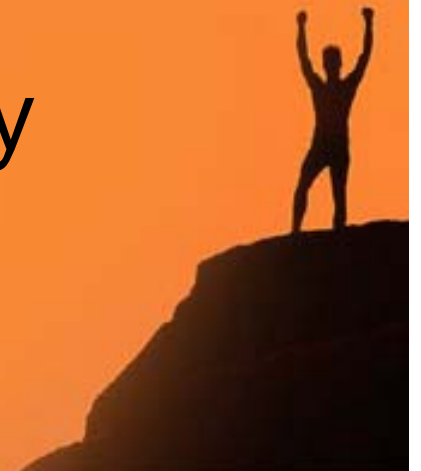
Chapter 17

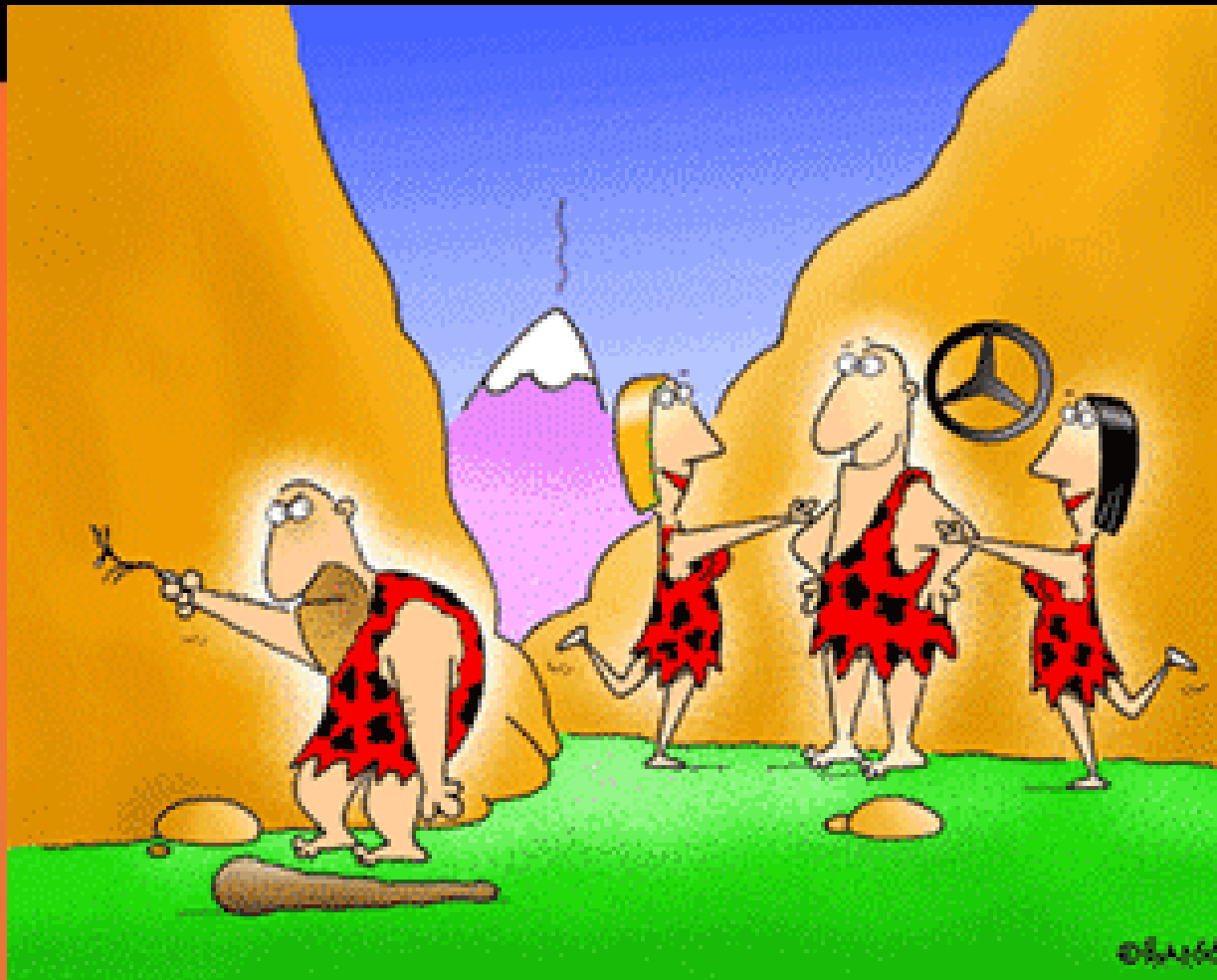


Sec. 17.1 – Promotion and the Promotion Mix

What you'll learn

- The role of promotion in marketing
- The concept of promotional mix
- The characteristics of personal selling and advertising
- The nature and scope of publicity





Some things are timeless.
Mercedes-Benz



Promotion

- Any form of communication a business or organization uses to inform, persuade, or remind people about its products



Product Promotion

- Used to convince customers to buy your products instead of those of the competition



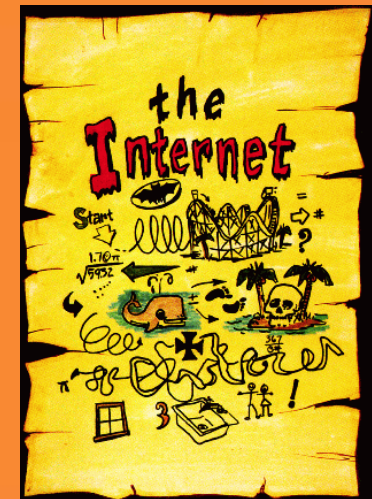
Institutional Promotion

- Used by a business to create a favorable image for itself



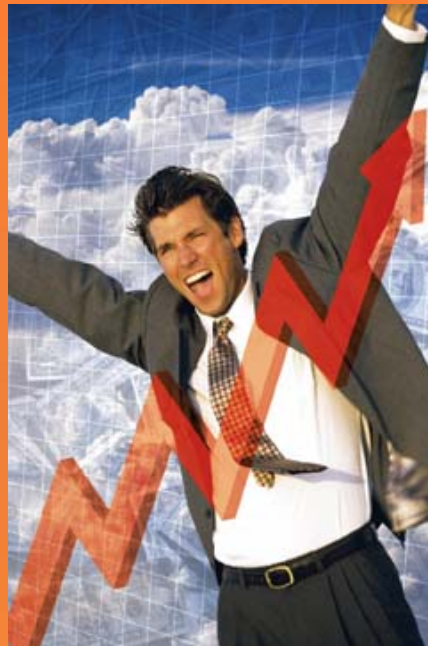
Promotional Mix — a combination of the different types of promotion

- Personal Selling
- Advertising
- Direct marketing
- Sales promotion
- Public relations



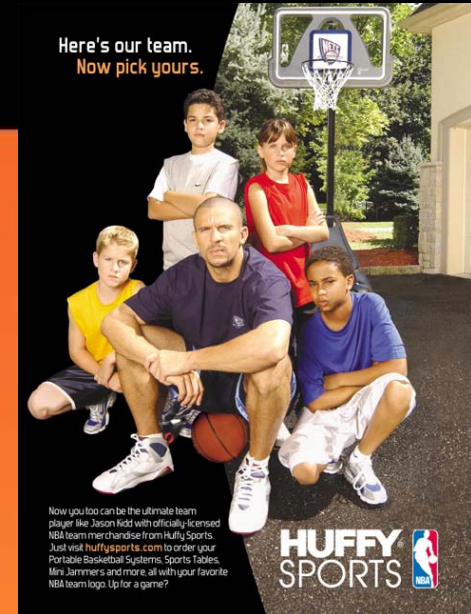
Personal Selling

- Any form of direct contact occurring between a salesperson and a customer



Advertising

- Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor
 - Nationally, businesses spend about \$200 billion annually on various types of advertising



Direct Marketing

- A type of advertising directed to a targeted group of prospects and customers rather than to a mass audience.
 - Printed direct mail, sent via regular mail to a home or business
 - Electronic direct mail
- It's goal is to generate sales or leads for sales representatives to pursue



Sales Promotion

- All marketing activities, other than personal selling, advertising, and public relations, that are used to stimulate consumer purchasing and sales effectiveness



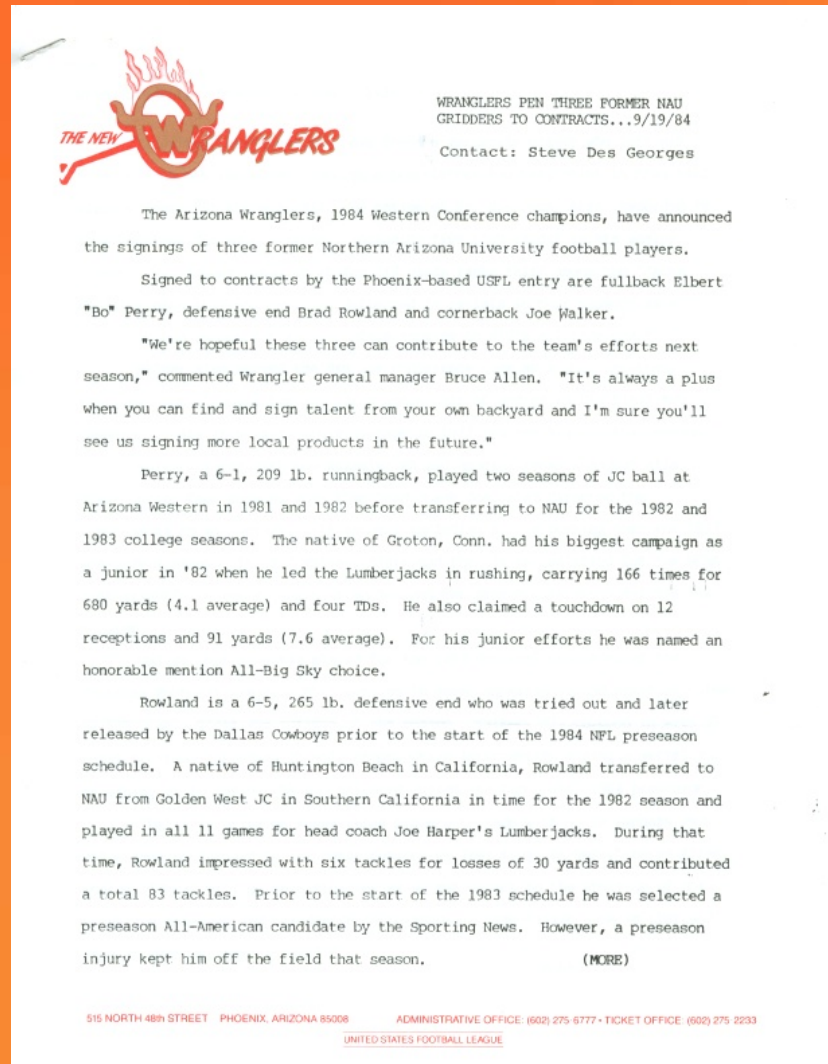
Public Relations and Publicity

- **Public Relations** – any activity designed to create a favorable image toward a business, its products, or its policies



PR Specialists

- Write News Releases -- a prewritten story about a company that is sent to the various media



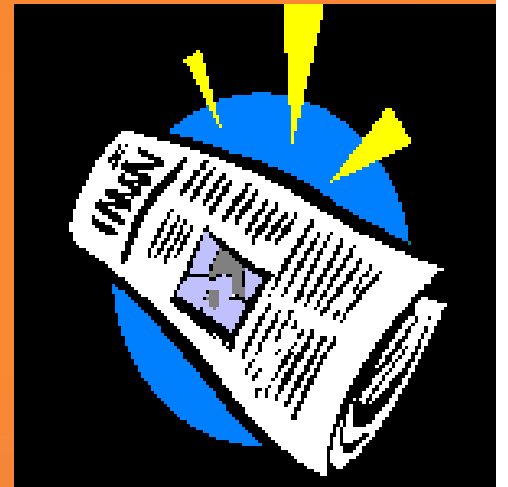
Writing News Releases

- First paragraph should answer Who, What, When, Where, and Why questions.
- Develop important facts in next few paragraphs.
- Less important information can follow but should be edited.
- Include the full name and position of any people mentioned.
- Include the name, address, and phone number of the contact person.
- Be brief – only one or two pages. “####” at the bottom of the last page signifies the end.



Public Relations and Publicity

- **Publicity** – a specific kind of public relations that involves placing positive and newsworthy information about a business, its products, or its policies in the media.



Because it is free,
business often has the
least control over publicity



To see positive publicity
about Hogle Zoo, click on the
baby Orangutan.



To see negative publicity
about Hogle Zoo, click on
the elephant

Coordination of Promotional Mix

- **Most businesses use more than one type**
- **All types of promotion must be coordinated**
- **Must consider the promotional budget**

